



SEE GLAUCOMA

Insights for Community Leaders



National Eye Institute



National Eye Health
Education Program
NEHEP

*A program of the National
Institutes of Health*

AGENDA

- **Introductions**
- **Learning objectives**
- **Fundamentals of glaucoma**
- **NEHEP and the Glaucoma Education Program**
- ***Keep Vision in Your Future: Glaucoma Toolkit***
- **Glaucoma and community engagement**
- **Discussion**

Today's speakers



Jullia A. Rosdahl, M.D., Ph.D.
Duke Eye Center
Duke University
Planning Committee Member
National Eye Health Education
Program



Kym Collins-Lee
National Eye Health
Education Program
National Eye Institute
National Institutes of Health



Sherrol A. Reynolds, O.D.
National Optometric Association
Nova Southeastern University
College of Optometry

Learning objectives

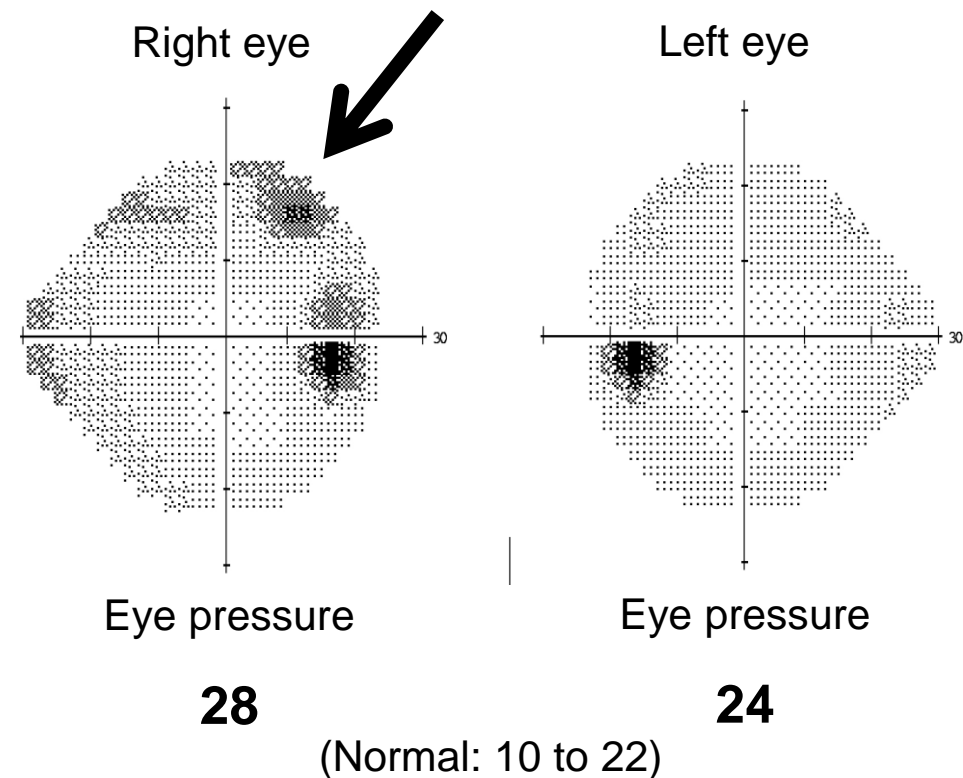
After this presentation, you will be able to explain:

- The basics of glaucoma and its risk factors
- Prevention and treatment options for glaucoma
- Available resources for community outreach
- Strategies to build glaucoma awareness at the community level

A fundus photograph of a human eye, showing the optic disc (a bright yellowish spot) and a network of red retinal blood vessels branching out across the orange-red background of the retina. The image is slightly blurred, focusing on the central area.

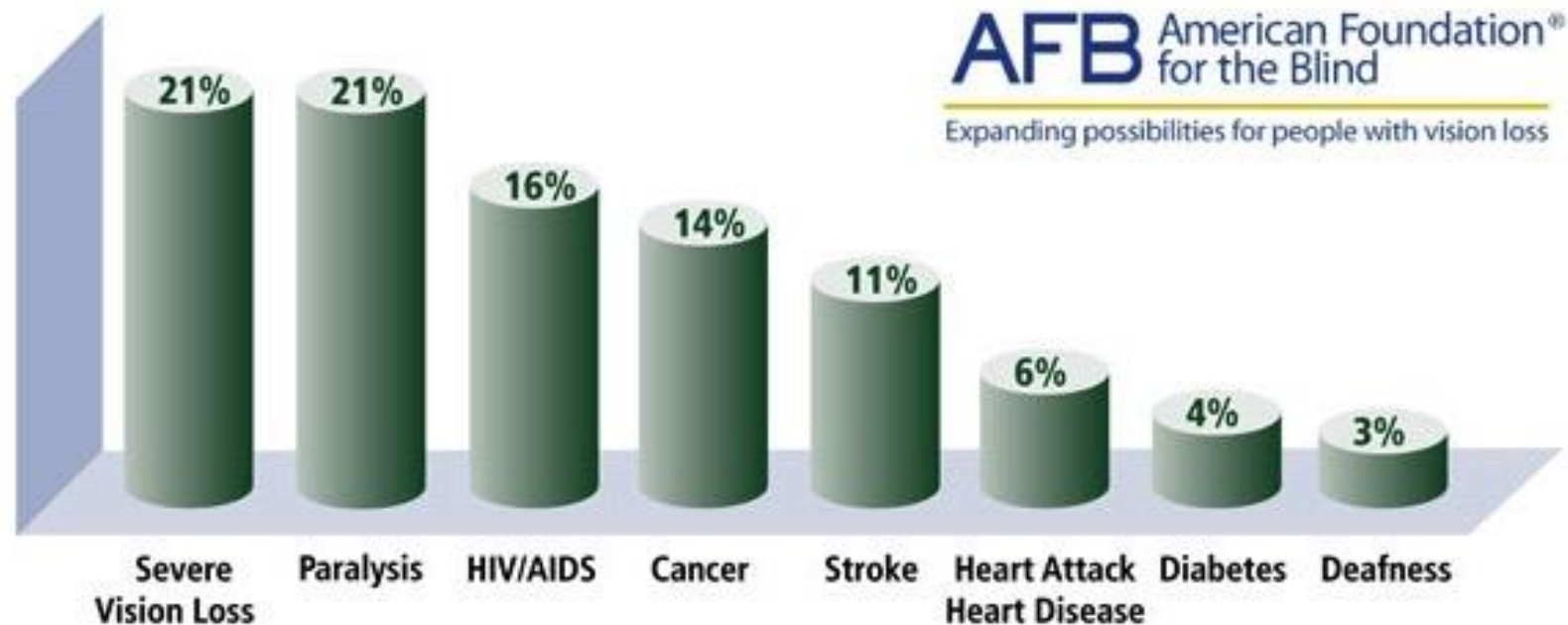
WHAT IS GLAUCOMA?

Story of “just a sty”



Diagnosis: primary open-angle glaucoma, moderate stage

Americans believe that losing sight is worse than many other health problems.



www.afb.org/info/programs-and-services/public-policy-center/policy-research/national-poll-findings-3376/1235

Vision loss is linked to decreased quality of life...



Decreased mobility



Injuries



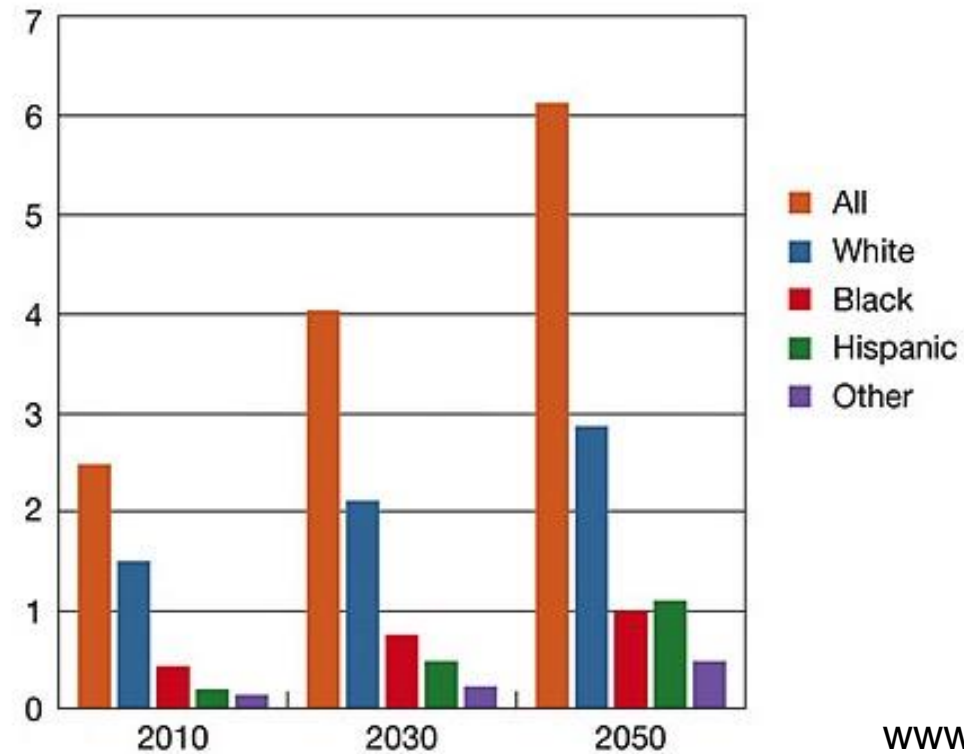
Depression

Park SJ *et al.* DOI: [www.10.1001/jamaophthalmol.2015.3055](https://doi.org/10.1001/jamaophthalmol.2015.3055)

...and increased risk of mortality.

2.7 million Americans have glaucoma.

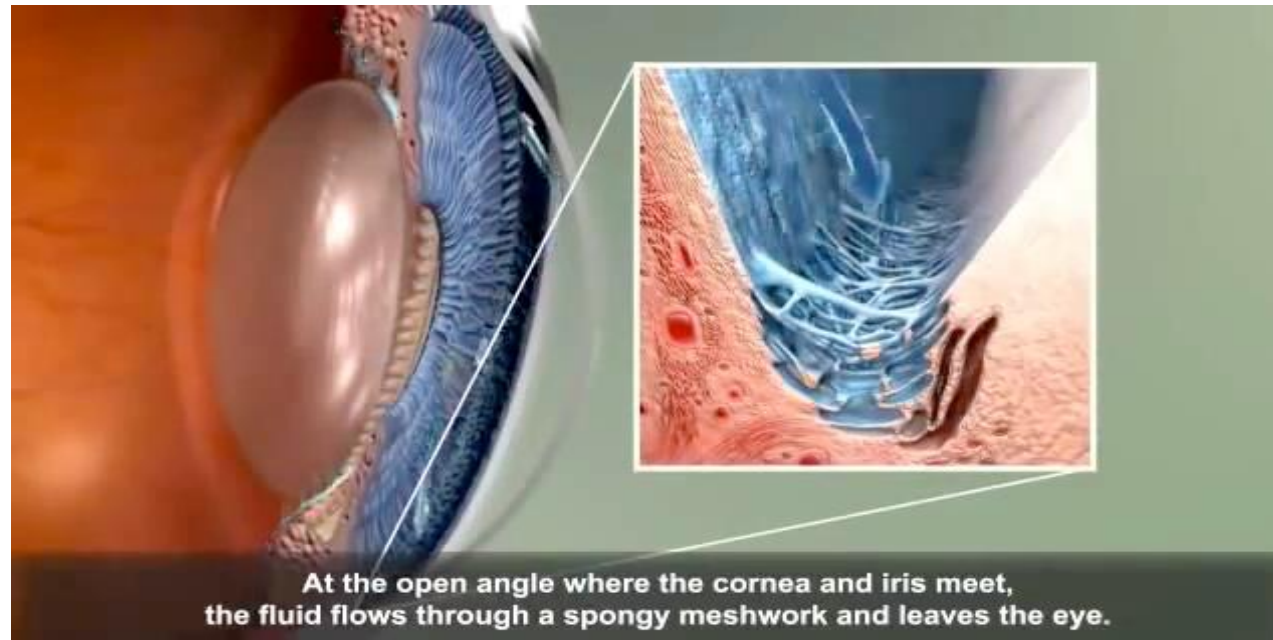
Projections for glaucoma
in 2030 and 2050 (in millions)



www.nei.nih.gov/eyedata/glaucoma#5

What happens in your eyes when you have glaucoma?

- The most common type in the United States is primary open-angle glaucoma.



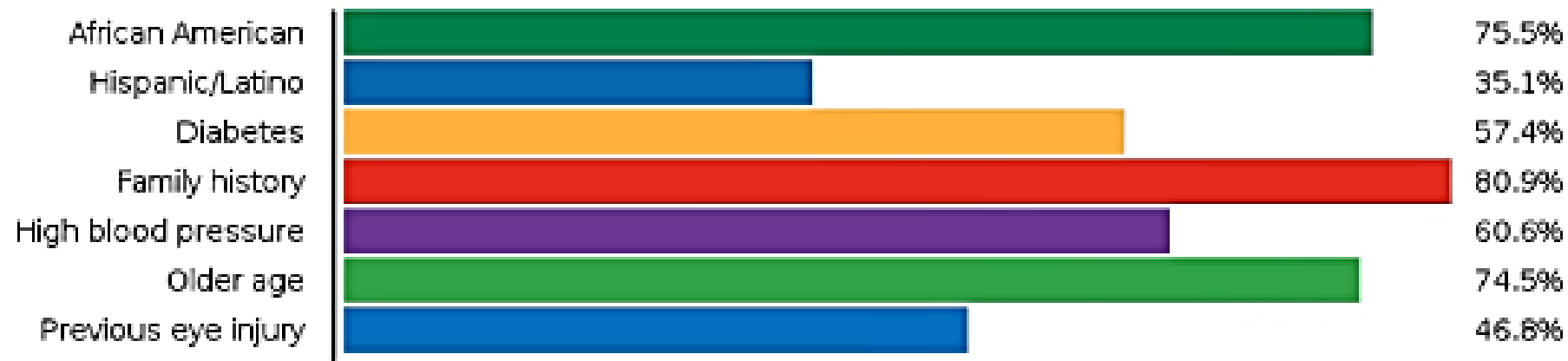
Poll question

What factors cause people to be at higher risk of glaucoma? [Select as many as apply.]

- African American
- Hispanic/Latino
- Diabetes
- Family history
- High blood pressure
- Older age
- Previous eye injury

Poll question results

What factors cause people to be at higher risk of glaucoma? [Select as many as apply.]



Anyone can get glaucoma, but those at higher risk are:



**African Americans
40 and older**



**People over age 60,
especially
Hispanics/Latinos**



**People with a
family history
of glaucoma**

Risk factors for glaucoma



Diabetes



High blood pressure



Eye injury in the past

Detection of glaucoma



A basic eye exam for glasses or contacts



An eye test that just measures eye pressure



Comprehensive dilated eye exam every one to two years for those at higher risk

Treatment: Lower eye pressure, even if it is “normal.”

Medication



Laser Treatment



Surgery



Poll question

People would know if they had glaucoma because their vision would change.

- True
- False

Poll question results

People would know if they had glaucoma because their vision would change.



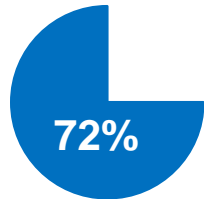
Silent thief of sight

- It has no early warning signs.
- Blindness is irreversible.
- Early detection saves sight.



Bridging the knowledge gap

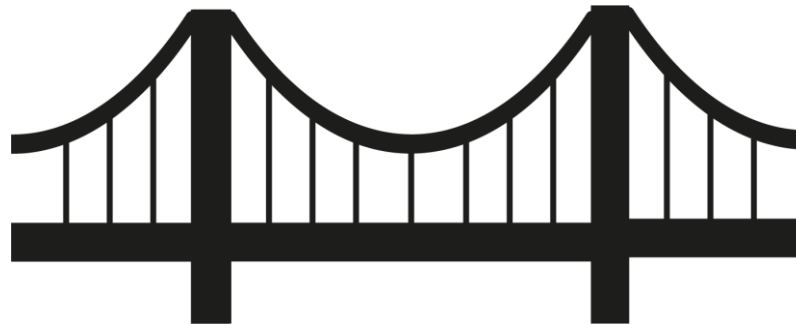
Awareness



Have heard of glaucoma

but LOWER for
African Americans
Hispanics/Latinos
No college

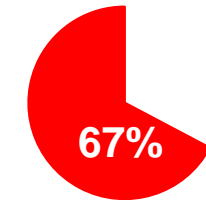
Gasch AT *et al. Ophthalmology*, 2000.107(2):303–8.



Knowledge



Think that glaucoma will have symptoms when it's getting worse



Think that central vision is affected before peripheral vision

Danesh-Meyer HV *et al. Clinical and Experimental Ophthalmology*, 2008. 36:13–18.

Glaucoma Education Program (NEHEP)

Help raise awareness about glaucoma

Glaucoma often has no symptoms. In fact, half of all people with glaucoma don't know they have it, and if it's not detected and treated, they can lose their sight. That's why it is so important to reach those at higher risk for glaucoma: African Americans age 40 and older; everyone over age 60, especially Hispanics/Latinos; and anyone with a family history of glaucoma.

The NEHEP Glaucoma Education Program is designed to help you raise awareness about glaucoma among the people you serve. Our educational resources are designed to communicate the following messages that can help prevent vision loss in people at higher risk:

- Glaucoma often has no early symptoms.
- People at higher risk need a comprehensive dilated eye examination every 1–2 years.
- Early detection, treatment, and follow-up care are key to preventing vision loss and blindness.



Keep Vision in Your Future Toolkit
Find everything you need to hold educational sessions about glaucoma.



Resources
Access educational materials, training tools, and other glaucoma resources.

GLAUCOMA EDUCATION PROGRAM

What is NEHEP?

■ Goal

- To help make vision a public health priority by translating eye and vision research into public and professional education programs

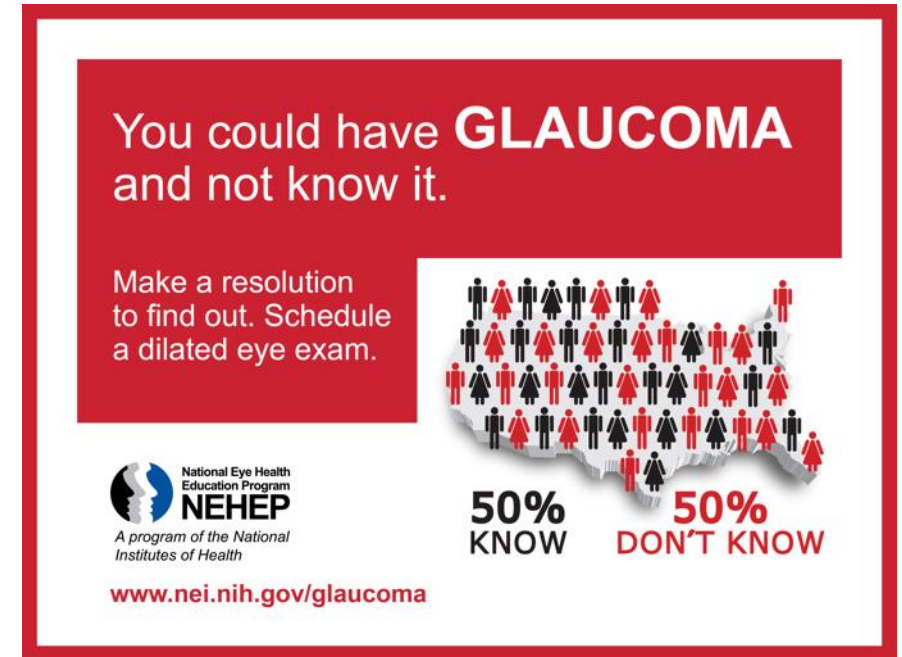
■ NEHEP areas

- Diabetic Eye Disease
- Glaucoma
- Low Vision
- *¡Ojo con su visión!*
(Watch out for your vision!)
- Vision and Aging
- Write the Vision: Make Your Plan to Protect Your Sight



NEHEP Glaucoma Education Program

- Designed to communicate the following messages to help prevent vision loss in people at higher risk:
 - Glaucoma often has no early symptoms.
 - People at higher risk need a comprehensive dilated eye examination every one to two years.
 - Early detection, treatment, and follow-up care are key to preventing vision loss and blindness.




The poster features a red header with the text "You could have **GLAUCOMA** and not know it." Below this, a red box contains the text "Make a resolution to find out. Schedule a dilated eye exam." To the right, a map of the United States is composed of small human icons, with 50% colored red and 50% black. Below the map, the text "50% KNOW" and "50% DON'T KNOW" is displayed. The NEHEP logo is in the bottom left, and the website "www.nei.nih.gov/glaucoma" is at the bottom.

You could have **GLAUCOMA** and not know it.

Make a resolution to find out. Schedule a dilated eye exam.

50% KNOW **50% DON'T KNOW**

 National Eye Health Education Program
NEHEP
A program of the National Institutes of Health

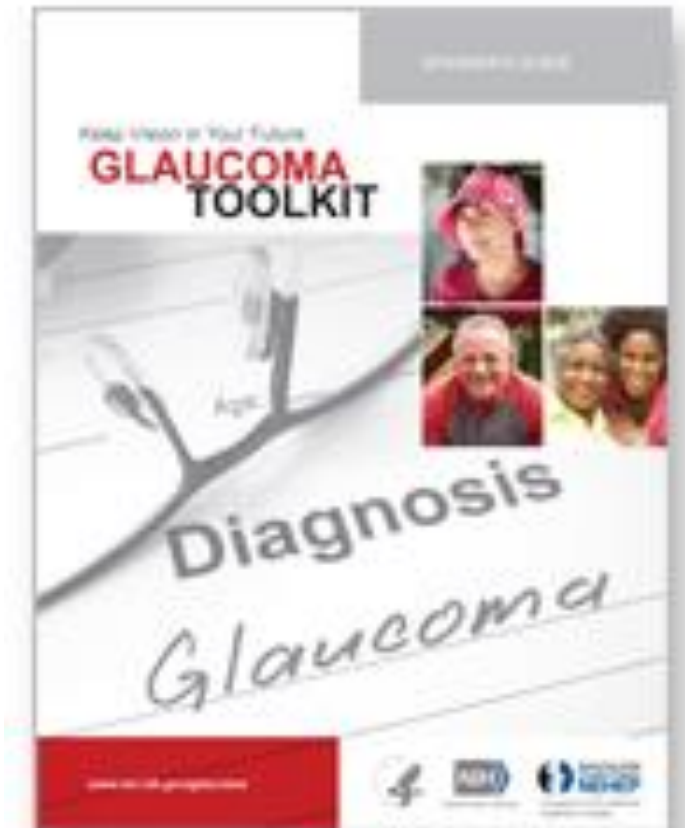
www.nei.nih.gov/glaucoma

Glaucoma and community outreach

- Community educators and health professionals are:
 - Trusted sources of information
 - Positioned to assess the needs of the community and identify those at higher risk of glaucoma
 - Able to share eye health messages
- NEHEP supports community outreach through the development of resources in English and Spanish.
 - Fact sheets, brochures, social media content such as infographics and infocards, and presentation toolkits

NEW and improved—*Keep Vision in Your Future: Glaucoma Toolkit*

- Initially developed in 2009 and revised to be easier to use and to incorporate updated information on glaucoma
 - Expert content assessment
 - Audience testing
- Provides supporting information on glaucoma and more detailed guidance on how to deliver the presentation



Keep Vision in Your Future: Glaucoma Toolkit components

- A PowerPoint presentation with animation
- A speaker's guide with detailed speaking notes and directions
- Several handouts
- A glaucoma Eye-Q test
- A sample promotional event announcement



www.nei.nih.gov/nehep/programs/glaucoma/toolkit



COMMUNITY OUTREACH

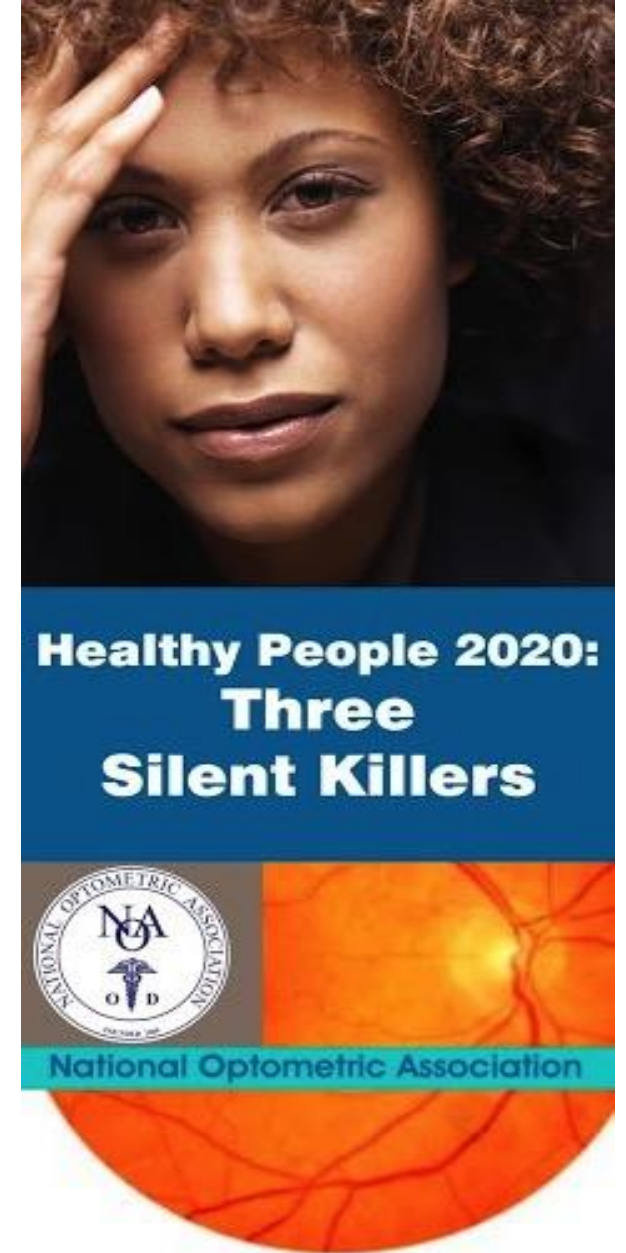
National Optometric Association (NOA): advancing the visual health of minority populations

- Committed to reducing visual impairment from eye diseases, including glaucoma, among populations at higher risk, such as African Americans and Hispanics/Latinos
- Conducts awareness campaigns and holds numerous community outreach events
- Recruits minority students into schools and colleges of optometry, and assists in job placement after graduation
- Supports the National Optometric Student Association (NOSA) in increasing eye care and awareness in minority communities



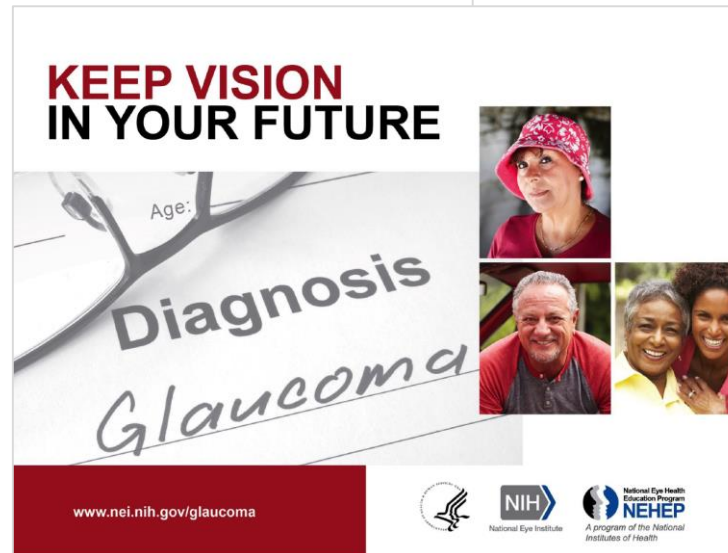
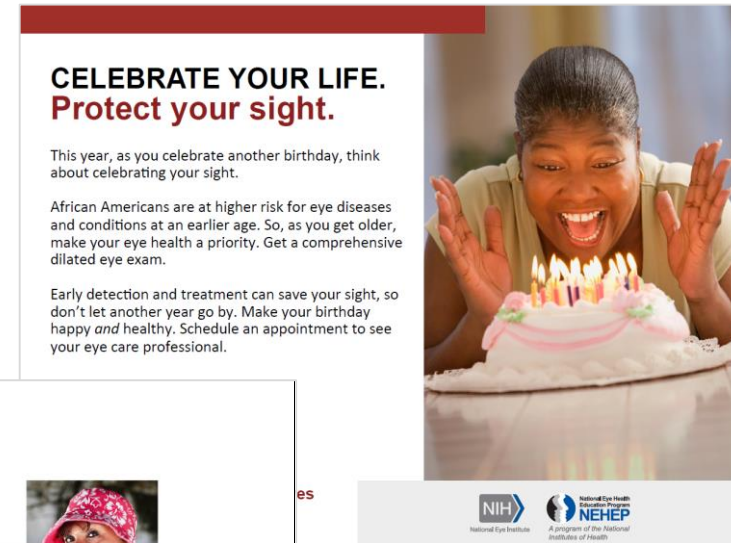
NOA's Three Silent Killers initiative

- Focuses on the top diseases causing blindness among racial and ethnic minorities:
 - Glaucoma
 - Diabetic eye disease
 - High blood pressure
- Emphasizes the importance of prevention and routine care—before it is too late
- Conducts community events in January, Glaucoma Awareness Month; events include educational materials, talks, and vision screening



NEHEP and NOA in partnership

- Write the Vision: Make Your Plan to Protect Your Sight pilot program
- Glaucoma toolkit revision



Revising the NEHEP glaucoma toolkit

- Participated in the expert content assessment and provided recommendations on language and additional glaucoma causes and prevention options
- Tested the toolkit at a community event with multiple groups of African Americans ages 40 to 65



Toolkit improvements

- Includes more images of populations at higher risk for glaucoma to better resonate with presentation audiences
- Stresses the importance of family discussions
- Provides support to speakers with answers to frequented asked questions
 - 20/20 vision
 - Purpose of eye drops

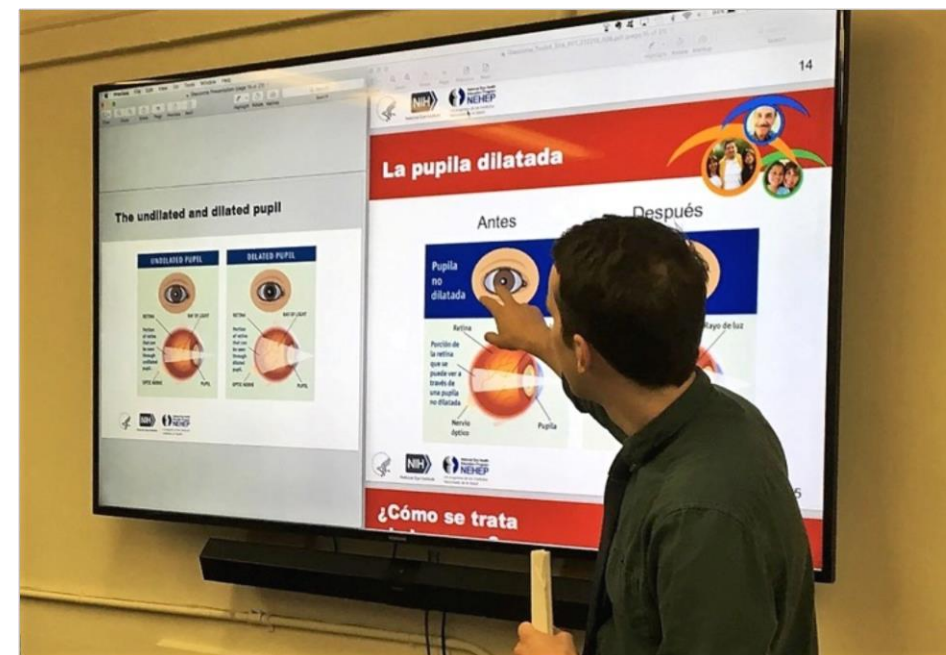


Can I have 20/20 vision and still have glaucoma?

Yes, glaucoma usually affects side vision first, and even people with very advanced glaucoma can have 20/20 vision.

Using the NEHEP glaucoma toolkit

- Serves as a key component in community outreach presentations
- Provides NOA members with a guide for educating community members about glaucoma in a way that is easy for others to understand
- Provides NOA partners (church and community center leaders) with a guide for educating members about glaucoma at future health outreach events
- Used by NOSA chapters during presentations at senior centers and at health fairs



Strategies in community engagement

- Focuses on higher risk and underserved communities
- Works in community partnership:
 - Local African-American and Hispanic/Latino churches
 - Community health centers in underserved communities
 - Health advisory groups focused on minority outreach
- Provides on-site vision screenings:
 - Partners with Vision Service Plan mobile eye clinic



Poll question

- **What activities has your organization conducted to help raise awareness about glaucoma?**

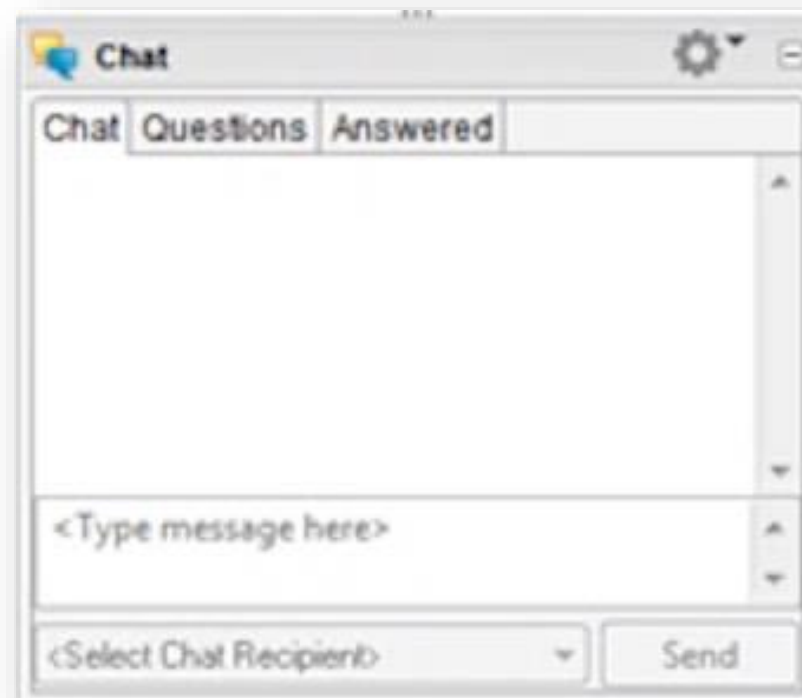
Poll question results

- *Community presentations*
- **Eye exams**
- *Low vision support groups*
- *In-person presentations*
- **Outreach events**
- **Health fairs**
- *Presentations at local senior housing*
- *Social media posts*
- **Vision conference**
- *Aging eye disease presentations at senior centers*
- **Job fairs with pamphlets**

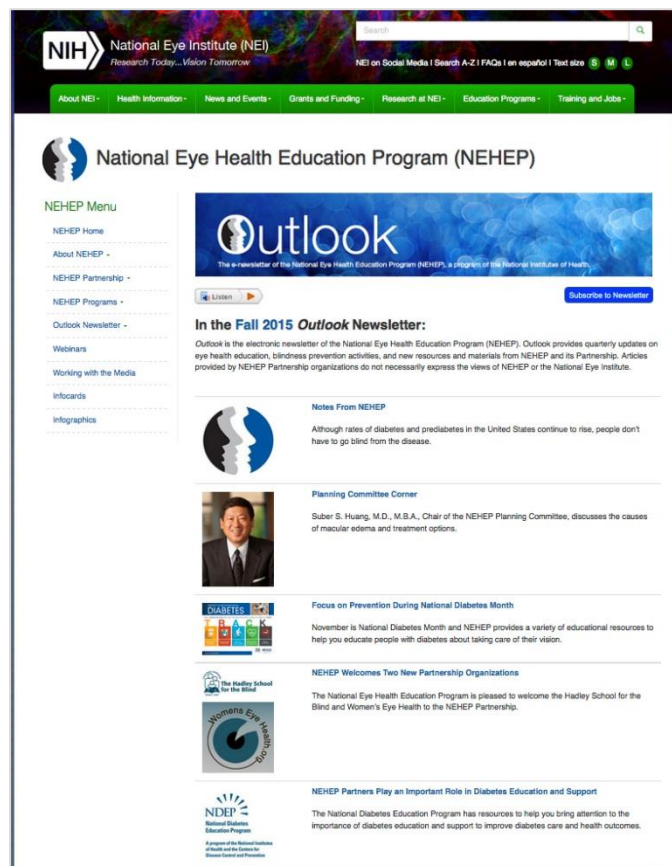
What works for us, can work for you

- Partner with other community organizations or leaders that serve those at higher risk of glaucoma:
 - Churches, senior centers, community health centers, and local health groups
- Make yourself visible at community events and health fairs.
- Provide onsite services, if possible, at events to encourage attendance.
- Recruit students to help spread the word.
- Identify opportunities to incorporate awareness efforts into your organization's existing events or services.
- Capitalize on national observance months to increase outreach efforts.
- Utilize resources that are easy to use and understand.

Questions?



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thank you!